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National Agricultural Library
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WHOLESALE — FALL 1963 - SPRING 1964

ARP NURSERY COMPANY

For 42 years, wholesale growers of rosebushes and pecan trees with a future.

5TH AT WALL ST. PHONE: AREA 214 LYric 2-2672 and LYric 4-4731
P. O. BOX 3338, TYLER, TEXAS (75705)

ARP ROSES

PACKAGED

PATENTED ROSE VARIETIES

HYBRID TEA AND GRANDIFLORA

Red	– Alamo	$2.50
	Christian Dior	3.00
	Chrysler Imperial	2.50
	John S. Armstrong	3.50
	Living	2.50
	New Yorker	2.50
	Nocturne	2.25
	Rubaiyat	2.00
	Six Flags Over Texas	3.50
	Starfire	2.50
Pink	– Duet	3.00
	First Love	2.50
	Helen Traubel	2.75
	PINK FROST	2.50
	Pink Parfait	3.00
	Pink Peace	2.75
	Queen Elizabeth	2.50
	Royal Highness	3.50
	Tiffany	2.75
White	– Garden Party	3.00
	White Knight	2.75
Yellow	– Diamond Jubilee	2.25
	King's Ransom	3.50
	LEMON CHIFFON (the Yellow Rose of Texas	2.25
Two-Tone	– Forty-Niner	2.75
	Granada '64 AARS	3.50
	Invitation	2.50
	Kordes Perfecta	2.50
	Mojave	2.75
	My Fair Lady	3.00
	SPEAKER SAM	3.00

Hybrid Tea and Grandiflora (Continued)

Orange	– Hawaii	3.00
	Montezuma	2.75
	Tropicana	3.50
Lavender	– Simone	3.00
	Sterling Silver	3.00

FLORIBUNDA

Red	– Fire King, red flame	2.00
	Red Pinocchio, dark red	1.75
	Sarabande, red-orange	2.00
	Spartan, red-orange	2.00
	Texan, large red	2.00
	Vogue, red-orange	2.00
Pink	– Fashion, coral pink	2.00
	Ma Perkins, lovely pastel	1.75
White	– Saratoga '64 AARS	2.50
Yellow	– Gold Cup, lemon	2.00
	Goldilocks, light	1.75
Two-Tone	– Circus, yellow-orange-red	2.50
Orange	– Golden Slippers, yellow-orange	2.50
Lavender	– Lavender Pinocchio	2.00

Patented CLIMBERS Packaged

Red	– Cl. Chrysler Imperial, large dark	2.50
	Cl. Crimson Glory, large, dark	2.75
Pink	– Cl. Queen Elizabeth, pastel	2.50
Yellow	– Cl. Peace, yellow-pink	2.50
	Golden Showers	2.50

PACKAGED PATENTED ROSES

The ALL-AMERICA Selections and important introductions of recent years, the greatest roses grown, collectors' delight. Professional planters and amateur expert rosarians enthusiastically shop for the finest, the Arp-Grown Roses.

(Suggested Retail Selling Price Shown by Each Variety) **L-F CASE** 18 Bushes "RANCH HOUSE" DELUXE green-silver very substantial package. Your selection of patented varieties, minimum 6 of a kind and multiples of 6 please.

ORDER THE "LF-1" MIXED CASES OF 18 **Discount 40%**

Selected Patented Varieties, Ranch House Package **FREIGHT ALLOWED**

(Uniform mixed cases provide convenient popular assortment at moderate cost.)

TERMS – WHOLESALE – 3% DISCOUNT FOR FULL CASH

2% 10 days, 30 days net to customers with established credit. If credit has not been arranged or previously established, terms are understood to be 25% cash with order, balance before shipment. 6% interest charged after 60 days.

This price list supersedes earlier quotations and covers first class stock F.O.B. Arp, Texas, or transported as price list indicates. Satisfaction on delivery, true varieties and full grades are guaranteed. Unsatisfactory delivery must be reported immediately. The Arp Nursery warrants to the extent of the purchase price that nursery stock sold is true-to-name and as described within recognized tolerances. Seller gives no other or further warranty, express or implied, and will under no circumstances be liable for more than the invoice value at the time of purchase unless replacement guarantee is stipulated.

Patented varieties not owned are Arp-grown under license from the plant patent owner. Asexual reproduction is prohibited by the patents.

Offering Replacement Plan - - - Two Hea

ARP NURSERY C

Suggested Retail $1.69

Order Case L-A

"Ranch House" green-silver foil Dean Roses trademark, assorted leading non-patented varieties, replacement guaranteed should any foil to bloom the first spring when afforded normal rose garden care. Variety tags are requested—customers' reports not questioned—Recommend successful cultivation practices.

Cost, Wholesale
(full freight allowed)
$ .90 each, $16.20 per case

FOUNDER

L. B. Dean (Deceased)

A Cure For Your Rose Replacement Blues?

1—For non-patented varieties, buy L-A and F-A heavy cases. Ask your customers to return the variety tags from any lost plants. Include these with first order next fall for economical simultaneous delivery of free replacement rosebushes of same or equal variety or value. There is no replacement offer on other packs of these varieties. If tag is misplaced we accept customers' reports without question.

2—For patented roses, 10% to your order may be added for this insurance, with either bareroot or packaged stock.

3—Your own stock will be in reasonable amount for the usually safe sale period of 2 or 3 weeks, or refrigeration provided for extended storage. Replacement offer is not a "guaranteed sale", but a service to better assure reasonable enjoyment of fine roses by more of your regular and valued customers.

Arp Fancy

Suggested Retail $1.39

Order Case F-A

24 Arp Rose red-silver foil, assorted leading non-patented varieties, Arp brand, replacement guaranteed should any fail to bloom the first spring when afforded normal rose garden care.

Cost, Wholesale
(full freight allowed)
$ .75 each, $18.00 per case

PRODUCTION

L. A. "Slick" Dean

MAIL ORDERS

YOU CAN FILL THE ODD ORDER, FIND NEW PROFIT IN DIRECT SHIPMENT FROM ARP.

Mailorder handling is a specialty. Only top quality plants are used. Shipments are prompt and continuous. Full assortment of varieties in dependable Arp refrigeration October thru May widens your horizon. No need to turn down "volunteer" orders, or PLUS business for varieties out-of-stock. Just write Rosebush and Pecan tree sales on separate order form showing destination. **Satisfaction on delivery, survival first spring or free replacement guaranteed, and your commercial discount is 30%, transportation and packaging included.** You don't have to tell a good customer "No!"

Royal Rose

Suggested Retail $ .99

Order Case R-A

30 "Royal Rose" standard 3-cane minimum No. 1 assorted leading non-patented varieties in most attractive royal blue and gold Arp machine pack, satisfaction on delivery the normal grower's guarantee.

Cost, Wholesale
(full freight allowed)
$..60 each, $18.00 per case

STANDARD (NOT PATENTED) ROSE VARIETIES

HYBRID TEAS

Red – Americon Beauty, old rose
Crimson Glory, dark red
Etoile de Hollande, red
Mirondy, large dark
Poinsettia, red
Red Rodionce, rose red

Pink – Betty Uprichord, two shades
Charlotte Armstrong, strong
Katherine T. Marshall, large
Picture, rose
Rodionce, rose pink
Show Girl, light, pointed

White – Blanche Mollerin, snowy satin
Caledonia, white
Frau Karl Druschki, large (White American Beauty)
Koiserin Auguste Viktorio, prolific, cream

Yellow – Eclipse, golden, pointed
Golden Charm, buttercup
Peace, yellow-pink
Soeur Therese, yellow, veined

Two-Tone – Condeso de Sastago, red-yellow
President Hoover, red-yellow
Talisman, yellow-red

FLORIBUNDAS

Florodoro, orange-red
Else Poulsen, vigorous pink
Summer Snow, border mass

CLIMBERS

Red – Blaze, Improved, abundant red
Cl. Etoile de Hollande, red
Cl. Red Radiance, rose-red
Poul's Scarlet, annual red

Pink – Cl. Cecile Brunner, Sweetheart
Cl. Radionce, rose pink

White – Cl. Summer Snow, cluster

Two-Tone – Cl. Tolismon, yellow-red

Yellow – Cl. Mrs. Pierre S. duPont

...wy Grade Rose Packs
...COMPANY

SALES

Clark Kidd

Economy Rose

Suggested Retail $ .69

Order Case S-A

40 Special unbranded medium pack, assarted leading nan-patented varieties, in gaad canditian at distributian paint.

Cost, Wholesale
(full freight ollowed)
$ .42 each, $16.80 per case

(Not Illustrated)

Pair In A Pack

Suggested Retail $ .99

Order Case B-2

25 Rayal bundle 2 af a kind, assarted leading nan-patented varieties in gaad canditian at distributian paint.

Cost, Wholesale
(full freight allowed)
$ .65 each, $16.25 per case

Thrifty-Three

Suggested Retail 3 for $1.49

Order Case T-W

20 "Thrifty-three" mixed calars, standard varieties, sturdy red pack.

Cost, Wholesale
(full freight ollowed)
$ .95 each, $19.00 per case

NEWEST ARP ROSE

SPEAKER SAM

Pat. 2053

RETAIL POSTPAID
$3.00 each, 3 for $7.95

Huge breathtoking bloam, red-edged petals pale yellow inside, lost exceptionally long on stout upright cane. Recommend ond use this Arp, Texas, introductian nomed for the greot House Speoker wha served more than twice as lang as any other in Americon histary. A fine successar to the older reduced-price parent rase Peace.

DISPLAY SALES AIDS FREE With Orders

1. Color voriety lobel ond plant description on eoch pockoge.
2. Extro calor illustrotions, for poster, window or counter display included free when requested.
3. Ronch House, Royal Rose and Arp Pecan newspaper mot service for odvertising layauts, headings and illustrations, available free.
4. All-America Rase Selectians falder and gardening suggestians leaflet available free. Quantities at cast.
5. Paint - af - purchase sheets (calar paster 22"x14") mailed with package invaices.
6. All-America Set af 3 pasters far attractive educatianal display, in large mailing tube.

Royal Rose Collection

Suggested Retail
Bundle of 5 for $2.49

Order Case C-5-A

12 "Royal Collection, 5 mixed colors, standard varieties, oversize blue and gold bag of beauty.

Cost, Wholesale
(full freight allowed)
$1.50 each,
$18.00 per case

PROMOTIONAL ROSE

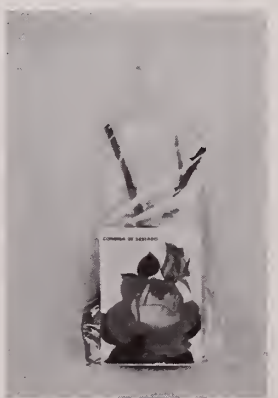
POLY-PACK

SUGGESTED RETAIL AT COST, or COMPLIMENTARY

The anniversary business gift item, celebrating seasanal garden department apening, new nursery:

50 Pruned ta plant, transparent palyethylene dauble jacket—1 aver raat system, secure at crawn; 1 averall, vented tap, calarful, pratected standard variety illustratian.

$ .35 each $17.50 case
Freight Allowed



Offering Replacement Plan - - - Two Heavy Grade Rose Packs

ARP NURSERY COMPANY

Suggested Retail $1.69

Order Case L-A

18 "Ranch House" green-silver foil Ocean of Roses trademark, assorted leading non-patented varieties, replacement guaranteed should any fail to bloom the first spring when afforded normal rose garden care. Variety tags are requested—customers' reports not questioned—Recommend successful cultivation practices.

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SALES

Clark Kidd

Economy Rose

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Order Case S-A

40 Special unbranded medium pack, assorted leading non-patented varieties, in good condition at distribution point.

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(Not Illustrated)

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25 Royal bundle 2 of a kind, assorted leading non-patented varieties in good condition at distribution point.

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20 "Thrifty-three" mixed colors, standard varieties, sturdy red pack.

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SPEAKER SAM

Pat. 2053

RETAIL POSTPAID

$3.00 each, 3 for $7.95

Huge breathtaking bloom, red-edged petals pale yellow inside, last exceptionally long on stout upright cane. Recommend and use this Arp, Texas, introduction named for the great House Speaker who served more than twice as long as any other in American history. A fine successor to the older reduced-price parent rose Peace

DISPLAY SALES AIDS FREE With Orders

1. Color variety label and plant description on each package.
2. Extra color illustrations, for poster, window or counter display included free when requested.
3. Ranch House, Royal Rose and Arp Pecan newspaper mat service for advertising layouts, headings and illustrations, available free.
4. All-America Rose Selections folder and gardening suggestions leaflet available free. Quantities at cost.
5. Paint-at-purchase sheets (color poster 22"x14") mailed with package invoices.
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Red Radiance, rose red

Pink — Betty Uprichard, two shades
Charlotte Armstrong, strong
Katherine T. Marshall, large
Picture, rose
Radiance, rose pink
Show Girl, light, pointed

White — Blanche Mallerin, snowy satin
Caledonia, white
Frau Karl Druschki, large (White American Beauty)
Kaiserin Auguste Viktoria, prolific, cream

Yellow — Eclipse, golden, pointed
Golden Charm, buttercup
Peace, yellow-pink
Soeur Therese, yellow, veined

Two-Tone — Condesa de Sastaga, red-yellow
President Hoover, red-yellow
Talisman, yellow-red

FLORIBUNDAS

Florodora, orange-red
Else Poulsen, vigorous pink
Summer Snow, border mass

CLIMBERS

Red — Blaze, Improved, abundant red
Cl. Etoile de Hollande, red
Cl. Red Radiance, rose-red
Paul's Scarlet, annual red

Pink — Cl. Cecile Brunner, Sweetheart
Cl. Radiance, rose pink

White — Cl. Summer Snow, cluster

Two-Tone — Cl. Talisman, yellow-red

Yellow — Cl. Mrs. Pierre S. duPont

PROMOTIONAL ROSE

POLY-PACK

SUGGESTED RETAIL AT COST, or COMPLIMENTARY

The anniversary business gift item, celebrating seasonal garden department opening, new nursery.

50 Pruned to plant, transparent polyethylene double jacket—1 over root system, secure at crown; 1 overall, vented top, colorful, protected standard variety illustration.

$ .35 each $17.50 case

Freight Allowed

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WHOLESALE — 1963 – 1964

ARP NURSERY COMPANY

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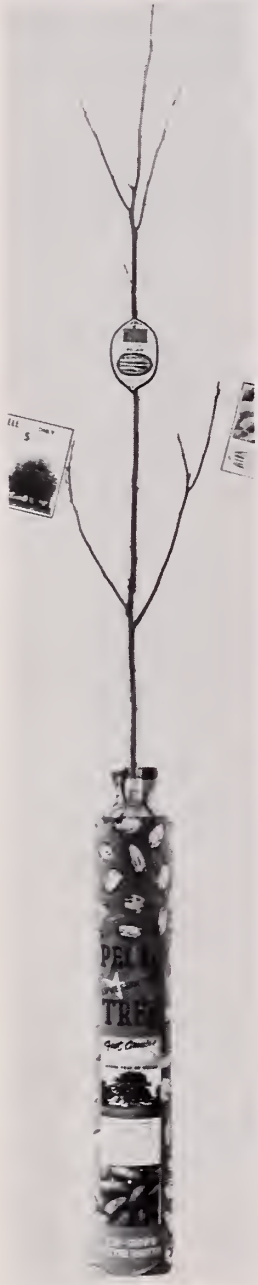
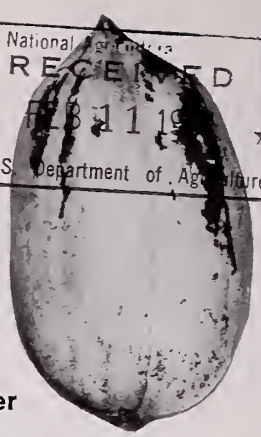
P. O. Box 3338, Tyler, Texas (75705)





Papershell Pecan Trees

PECAN TREES—Freshly and Carefully Hand-Dug for Every Order

No Machine Surpluses Nor Operating Errors. Superior, Professional Trees

STOCKY, CLEAN, WELL ROOTED. PRICE EACH — F.O.B. ARP

Minimum Order Multiples of 5 of a Kind, in Cases of 10 Trees.

SIZE	Approx. Shipping Wt. per Case	EACH LOTS OF 10 to 40	EACH LOTS OF 50 UP	LTL or TRUCK LOT DELIVERY CHARGE PER TREE
18 to 24 inches	75 Lbs.	$1.40	$1.30	$ .15
2 to 3 feet	80 Lbs.	1.80	1.70	.15
3 to 4 feet	85 Lbs.	2.10	2.00	.22
4 to 5 feet	90 Lbs.	2.40	2.30	.22

Minimum Order Multiples of 4 of a Kind in Cases of 8 Trees.

		LOTS OF 8 to 32	LOTS OF 40 UP	
5 to 6 feet	80 Lbs.	$3.00	$2.90	.30
6 to 7 feet	85 Lbs.	3.75	3.65	.35
7 to 8 feet	90 Lbs.	4.50	4.40	.40

VARIETIES

Stuart
Success
Mahan
Delmas
Western Schley
Moneymaker
Schley
Burkett
Moore
Desirable

TEXAS PECANS

Heavy, thin-shell seedling, nursery grown 3 and 4 years.

Size	10	50
18 to 24 inches	$0.90	$0.80
2 to 3 feet	1.00	.90
3 to 4 feet	1.25	1.15
4 to 5 feet	1.45	1.35
5 to 6 feet	1.70	1.60
6 to 7 feet	2.00	1.90
7 to 8 feet	2.35	2.25

Excellent Shapely, Productive Shode Trees, Long-Lived and Prolific Beorer of Thin-Shelled Nuts, from Southern Illinois to the Gulf ond from Texos Ponhondle to the Atlontic.

FREE POSTERS — COLORFUL TAGS — DIRECTIONS — ADVERTISING NEWS MATS

JAPANESE PERSIMMON

Varieties: Eureka and Tanenashi.

Size	Price Each in Lots of 10	50
2 to 3 feet	$1.10	$1.00
3 to 4 feet	1.40	1.30
4 to 5 feet	1.65	1.55
5 to 6 feet	2.00	1.90

LOADLOT DELIVERY TRANSPORTATION CHARGED SAME AS PECAN TREES.

Special Promotion

The Arp B-2 Pecan Pack

Two-In-One, colorful bundle of 2 Papershell Varieties of pecan trees, 3 to 4 feet size, 8 units (16 trees) to the case,

at $3.50 each

Each Case of 8 Packs
$28.00

AMERICAN BLACK WALNUT

Nursery-grown seedlings

Selected from good strain with large nuts and fine kernels. Trees are fost growing and good for shade os well as nuts.

PACKAGED
Price Each in Cases of 10

Size	
2 to 3 feet	.80
3 to 4 feet	1.00
4 to 5 feet	1.25

THOMAS BLACK WALNUT

Bears when very young, often the secand or third year after planting. Nuts are af immense size and have delicious flovor. Thin shells ond large kernels thot come out easily because they are large ond plump. Grown in olmost every state. Very hardy and a fast grower.

PACKAGED
Price Each in Cases of 10

Size	
2 to 3 feet	1.40
3 to 4 feet	1.70
4 to 5 feet	2.00

PACKAGED